

AdCare Educational Institute, Inc.
5 Northampton Street
Worcester, MA 01605



Non-Profit Org.
U.S. Postage
PAID
Worcester, MA
Permit No. 739



Partners in Perinatal Health

15th ANNUAL CONFERENCE

Tuesday, May 18, 2004

8:30 am – 4:30 pm

Worcester Centrum Centre, Worcester, MA

Partners in Perinatal Health is a member of the
Healthy Mothers, Healthy Babies Coalition of Massachusetts



healthy mothers, healthy babies™

CO-SPONSORED BY

Massachusetts Department of Public Health & AdCare Educational Institute, Inc.

Partners in Perinatal Health



American College of Nurse Midwives, Eastern Massachusetts Chapter
Association of Labor Assistants and Childbirth Educators
Association of Women's Health, Obstetric and Neonatal Nurses, Massachusetts Section
Boston Association for Childbirth Education/Nursing Mothers' Council
Boston University School of Public Health, Department of Maternal and Child Health
Depression After Delivery
Doula of North America
Healthy Mothers, Healthy Babies Coalition of Massachusetts
La Leche League of MA/RI/VT
Lamaze International of New England
March of Dimes, Massachusetts Chapter
Massachusetts Department of Public Health
Massachusetts Lactation Consultant Association
Massachusetts Midwives Alliance
Massachusetts Women, Infants and Children (WIC) Program
National Association of Postpartum Care Services
New England Society for Public Health Education
Office for Women, Family and Community Programs, Brigham and Women's Hospital

Mission

Partners in Perinatal Health is a statewide partnership of non-profit organizations committed to improving the quality of health care available to childbearing families.

Conference Goals

- ✧ To examine current health issues that impact infant survival and women's health.
- ✧ To identify cultural issues affecting perinatal health care.
- ✧ To share knowledge and exchange information among health professionals about perinatal health.
- ✧ To examine model programs addressing the many conditions that put mothers and children at risk.

CEUs

Continuing Education Units (CEUs) are pending for:

Childbirth Educators (ICCE/LCCEs)
Licensed Mental Health Counselors (LMHCs)
Massachusetts Licensed Dietitians/
Nutritionists (LD/LNs)
Nurses (RN/LPNs)
Registered Dietitians (RDs)

We have applied for ACNM specialty credit.

CERPs are available for Lactation Consultants (IBCLCs)
CHES credits are available for Certified Health Education Specialists.

If you are interested in Social Work credits, please call Marion Clark at AdCare Educational Institute at 508-752-7313 to find out if an authorization number has been secured.

*Partners in Perinatal Health
support the World Health Organization
code regarding the marketing of breast milk
substitutes and have requested that all exhibitors
at the conference comply with the code.*



Agenda ~ May 18, 2004

7:30 – 8:30 **Registration / Breakfast / Exhibits**

8:30 – 8:45 **Welcome**

8:45 – 9:45 **OPENING SESSION**

Women's Health: A Connection to Disparities in Infant Mortality

JudyAnn Bigby, MD

Director, Office for Women, Family and Community Programs, Brigham and Women's Hospital

Director, Harvard Medical School's Center for Excellence in Women's Health

- Trends suggest that for populations with higher rates of infant mortality, improving pregnancy outcomes requires focused attention on women's health. Learn how providers can collaborate to provide the highest quality of care for women and influence neonatal outcomes.

9:45 – 10:15 **Break / Exhibits**

10:15 – 11:45 **FIRST SESSION**

1. **Why Janie has Trouble Breastfeeding: Impact of Birthing Practices on the Breastfeeding Mother**

Linda J. Smith, BSE, FACCE, IBCLC

Owner and Director

Bright Future Lactation Resource Centre Ltd.

- Discuss the impact of the birthing environment and common obstetrical practices on the initiation of breastfeeding. Learn how the physical and psychological realities of the hospital can contribute to an increase in stress hormones. Explore how this relates to new research on the initiation and the maintenance of milk production.

2. **Myth and Reality in the Debate of Cesarean Sections, 2004**

Eugene Declercq, PhD

Professor, MCH Department

Boston University School of Public Health

- Examine current trends and issues related to cesarean birth in the United States with special attention to the debate over "elective" cesareans. Discuss factors that led to the decline in vaginal birth after cesarean (VBAC).

3. **The Psychological Impact of Infertility**

Angel Seibring, PhD

Private Practice

Boston IVF

Brigham and Women's Hospital

- Infertility can be a life-defining experience. Discover how psychological aspects of fertility can impact relationships, pregnancy, birth and parenting. Learn to identify risk factors and gain tools to reduce stress associated with pregnancy after infertility.

4. **Implications of Oral Health on Birth Outcomes**

Mary E. Foley, RDH, MPH

Director, Office of Oral Health

Massachusetts Department of Public Health

- Exploration of the evidence linking oral and perinatal health. Learn strategies to improve oral health for pregnant women and the positive impact on their unborn children.

5. **In Utero: Prenatal Environmental Influences on the Developing Fetus**

Christina Sebestyen, MD

OB/GYN, Caring Partners

Board Member, Greater Boston Physicians for Social Responsibility

- Review the mechanisms of prenatal environmental exposures, the susceptibility of the developing fetus, and the clinical implications of three specific toxins (lead, mercury, and pesticides).

6. **Chinese Medicine for Perinatal Health**

Sharon Weizenbaum, Licensed

Acupuncturist, Diploma of Acupuncture,

Diploma of Chinese Herbology

Acupuncturist, Herbalist, Director of

White Pine Healing Arts

- Discover how acupuncture and Chinese herbs can benefit women's perinatal health. Problems to be discussed will include threatened miscarriage, breech presentation, morning sickness, postpartum depression and breastfeeding issues.

11:45 – 12:15 **Exhibits**

12:00 – 1:00 **Lunch**

1:00 – 2:30 **KEYNOTE**

Why Johnny Can't Suck: The Impact of Birthing Practices on the Newborn

Linda J. Smith, BSE, FACCE, IBCLC

Owner and Director

Bright Future Lactation Resource Centre Ltd.

- Birth practices and common medications during labor and delivery impact a newborn's ability to feed and interfere with early mother-infant attachment. Policies and practices that support optimal birth and breastfeeding outcomes will be discussed, including doulas, the Mother-Friendly Childbirth Initiative (CIMS), and the Baby Friendly Hospital Initiative.

2:30 – 3:00 **Break / Exhibits**

3:00 – 4:30 **SECOND SESSION**

7. **Misoprostil (Cytotec®) Update**

Catherine Chalmers, RN, MSN, WHNP, IBCLC
Faculty, Lawrence Memorial Regis College
ASN Program

- Discuss the current trends in Misoprostil use in labor, birth and postpartum. Investigate the risks and benefits of this increasingly popular medication, and explore the societal trends influencing the “seduction of induction.”

8. **Building Bridges Between Cultures in the Medical Setting**

Lorenza Holt, CBE, CD(DONA)
Director of the Cambridge Doula Program
The Cambridge Health Alliance
Marjorie Alexandre, Doula
Mirza Lugardo, Doula
Seroza Bashar, Doula

- Consider examples of programmatic efforts to build cultural competence in a maternal and child health setting. Explore possible solutions to linguistic and cultural barriers in the personal and organizational search for cultural competence.

9. **The “New” Nutrition: It’s More than Just Calories . . .**

Mary Barger, CNM, MPH, FACNM
Assistant Professor, Director of the Nurse-Midwifery Education Program, Boston University School of Public Health

- Review public policy and societal factors associated with nutrition which contribute to the obesity epidemic. Discuss food metabolism with recommendations for healthier eating, and explore potential consequences for women’s health related to cardiovascular disease, immune function, preterm labor, pre-eclampsia and polycystic ovarian syndrome.

10. **Listening to Mothers: Using Results from a New National Study to Understand and Improve the Maternity Experience**

Carol Sakala, PhD, MSPH
Director of Programs
Maternity Center Association

- Overview of landmark survey investigating 1,583 women’s experiences of prenatal care, birth and the postpartum period. This survey enables new levels of understanding about many dimensions of the maternity experience previously undocumented. Identify evidence-based practice gaps and other ways to improve the quality of maternity care in the United States.

11. **Saving the Pelvic Floor: Prevention and Management of Organ Prolapse, Incontinence and Pain**

Patricia Jenkyns, Physical Therapist
Owner/Director, Jenkyns Physical Therapy

- Address practical solutions to help decrease stress and strain to the abdominals and pelvic floor. Learn the importance of coordinating these muscles, and recognize healthy bowel and bladder habits which enhance quality of life and facilitate successful vaginal birth.

12. **Empowering Women through HypnoBirthing**

Valerie Hodenius, CNM
Proprietor, WomenCare
Julia Kelly, M.Ed, Certified HypnoBirthing Instructor
Private Practice

- Explore hypnosis and its role in supporting women through birth. Understand the link between stress hormones, endorphins, and their impact on laboring women. Consider the powerful impact of our words on the women entrusted into our care.

Registration

Early Bird Registration Fee is \$75, for registrations post-marked by April 15th. General Registration is \$90 for all registrations received after this date. Deadline for registration is May 11, 2004. Your non-refundable fee pays for entrance to the conference, continental breakfast, lunch, materials, and CEUs. Registration is done by mail only, and pre-registration is required.

For additional information on the conference, please contact:
Marion Clark, AdCare Educational Institute, Inc.
508-752-7313, 508-754-0038/TTY

Further Information

A limited number of scholarships are available. Applications must be received by April 5, 2004. For a scholarship application, please contact Marion Clark at the number above.

Exhibitors

For information on conference exhibiting opportunities, please contact Joan at 508-759-6800 (mothercare@erols.com), or Jessica at 617-441-2500 (jporter@alace.org).

Conference Sponsorship Opportunities

For information on conference sponsorship opportunities, please contact Antonia at 508-663-2102 (ablinn@marchofdimes.com), or Lori at 617-628-6463 (LBR4K@earthlink.net).

Baby Feeding

We have a private space available for mothers and infants; this space will be well-marked in the conference area. As always, quiet infants are welcome in workshops.



Directions and Parking

Directions to the Worcester Centrum Centre in downtown Worcester.

- Take Route 90 (The Mass Pike) to Exit 10 (Auburn).
- After the tollbooth, follow signs to Route 290 East.
- Get off at Exit 16.
- Take a left at the traffic light at the bottom of the ramp, you are now heading West on East Central Street.
- Go straight through the first major intersection at Summer Street and East Central Street.
- At the next set of lights, take a left onto Worcester Center Boulevard; the Worcester Centrum Centre and the main entrance is now on your right.
- To go to the Worcester Common Outlets Parking Garage, continue to the next set of lights and take a right onto Foster Street.
- At your first set of lights, take a left onto Commercial Street; the entrance to the Parking Garage will be immediately on your left.
- Park in the YELLOW coded section of the parking garage and exit on foot onto Foster Street. You have about one block to walk to the Main Entrance of the Worcester Centrum Centre, on Worcester Centrum Boulevard.
- Cost for parking is \$10.00 for the day.
- Handicapped Parking is available and is well-marked.

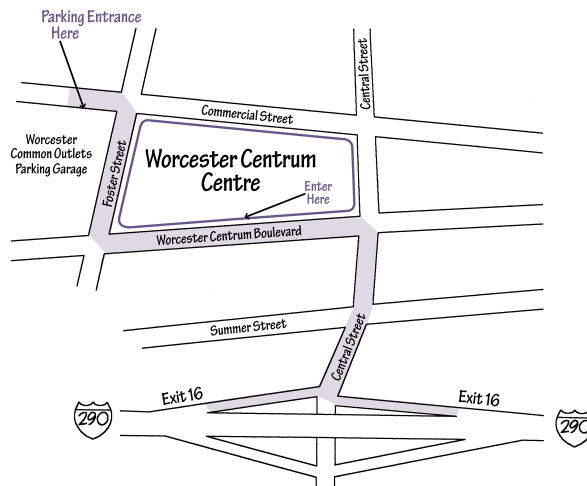


Hotels

Should you care to stay in the Worcester area, the following hotels are a short walk from the Worcester Centrum Centre:

- Courtyard by Marriott, 5 blocks away, 508-363-0300, www.marriott.com
- Crown Plaza, 2 blocks away, 508-791-1600, www.basshotels.com
- Hampton Inn, 2 blocks away, 508-757-0400, www.hilton.com

Due to commencement activities this time of year, we suggest you make your reservations early.



Registration Form



Tuesday, May 18, 2004
Worcester Centrum Centre

Partners in Perinatal Health

15th ANNUAL CONFERENCE

Registration Deadline: May 11, 2004 • **Registration Fee:** Early Bird (Postmarked by April 15): \$75, (After April 15): \$90

To register for the conference, please **mail** this form (or a photocopy) and a non-refundable check for \$75/\$90 (which includes continental breakfast, lunch and CEUs) payable to: **AdCare Educational Institute, Inc., 5 Northampton Street, Worcester, MA 01605**

(FILL IN BELOW AS IT SHOULD READ ON YOUR NAME TAG)

NAME: _____

ORGANIZATION: _____

PROFESSION: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

TELEPHONE: () _____

E-MAIL ADDRESS: _____

Please indicate your workshop choices below:

First Session (#1–6) 10:15 am – 11:45 am

1st choice _____ 2nd choice _____

Second Session (#7–12) 3:00 pm – 4:30 pm

1st choice _____ 2nd choice _____

A plated, vegetarian lunch will be served.

A B C D E F G H I J K L M N P Q R S T U

If you are deaf or hard of hearing, or are a person with a disability who requires accommodations, please contact AdCare Educational Institute at (508) 752-7313, TTY (508) 754-0039 by April 30, 2004.

